

The simple reason why the Cadillac "Thirty" is the most economical car to buy

You have no doubt heard it said that "the Cadillac never goes out of commission."

And now the Cadillac product is acquiring another distinction.

The old tribute of praise is being supplemented by another. This latter says that the Cadillac of 1909 commands a higher (proportionate) price today than any year-old car on the market.

And the more you analyze that fact the more will its importance grow upon you.

Why should this be true of the Cadillac "Thirty" in particular; and what special superiority does the car possess over others that makes it as good value in its second year as in its first?

The answer is almost disappointingly simple: Because no other car in the history of the industry has ever been built with the same thoroughness and care.

Is that all? Yes, that is all—but how much it means to you!

The length of time your car will last—the duration of service it will render you—is in direct proportion to the degree of skill and knowledge exercised in its building.

Almost any car nowadays will answer reasonably well for a time.

How long that time will be depends entirely upon the extent to which the liability to wear, repair and friction has been reduced by correct methods of manufacture.

It is conceded that no plant in the world surpasses the Cadillac plant in that respect.

An examination of the chassis of the Cadillac "Thirty" delights the heart of the expert engineer.

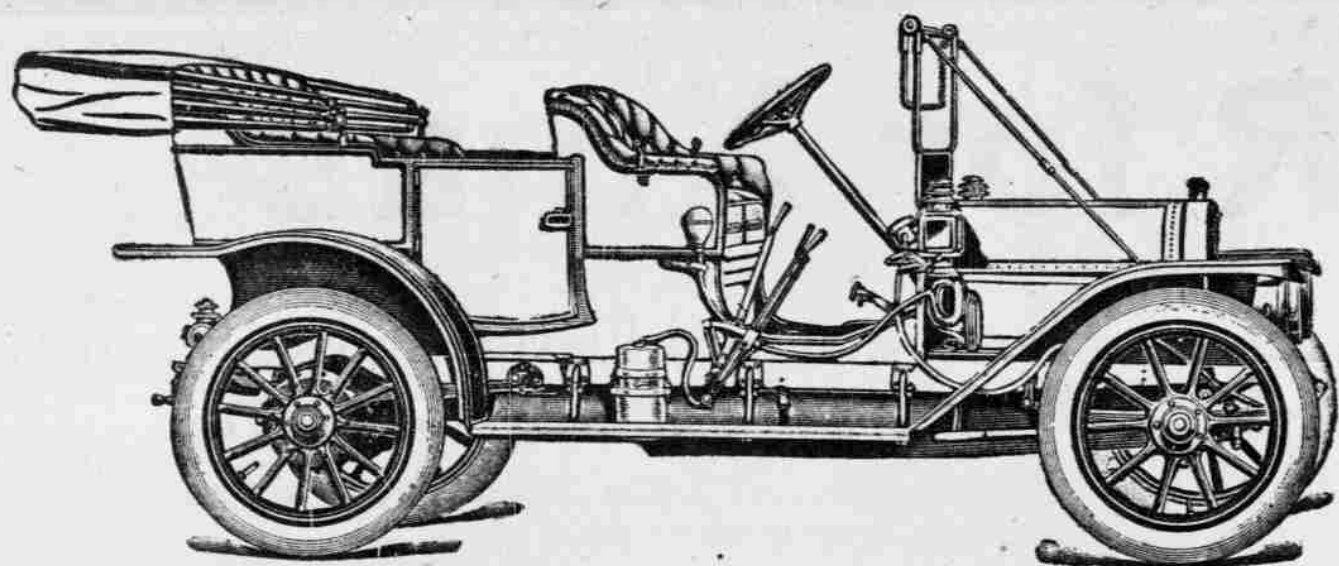
His trained eye discerns master workmanship at every point as the eye of an artist detects the handwork of genius.

He will point out to you the parts and the surfaces upon which the long life and service of the motor depend and show you how scientific methods of manufacture have exerted themselves to the uttermost to ward off friction and wear.

He will tell you what is unquestionably true—that with ordinary, intelligent care, the Cadillac "Thirty" should keep continuously in commission for an indefinite period.

And the same elements that make for long life—the safeguarding against friction and wear by scrupulously close and fine workmanship—are an assurance also of the lowest cost of upkeep in any motor car.

The Cadillac "Thirty" is undeniably the least expensive car you can buy, because it will last longer and cost less to maintain. And it will last you longer and cost you less to maintain for the simple and most excellent reason that it is the most skillfully constructed car in the world, regardless of price.



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THREE SPEED
SLIDING GEAR TRANSMISSION

\$1600

(F. O. B. Detroit)

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